



every**story**matters

**JUST BECAUSE YOU'RE SMALL,
It Doesn't Mean You're Not Important**

Thank you Telus. Thank you The Globe and Mail. And most of all, thank you, the Funeral Services industry, specifically the funeral directors who serve millions of

Canadians every year. Since entering the market in 2011, MyBabbo has been helping funeral directors personalize funeral services with 'We Do It For You' Legacy Photo Books, Video Tributes and Stationery. Today, we are close to \$1,000,000 in annual sales and this industry is the driving force behind MyBabbo's success and why, MyBabbo is in the running for the Small Business Challenge sponsored by Telus and The Globe and Mail. MyBabbo is one of five semi-finalists who were among 3,300 Canadian

entries, vying for the grand prize, a \$100,000 business grant and \$10,000 towards the charity of our choice. The winning entry will be selected at the start of September, based on the original submission, the presentation to the judges and the public vote which is happening right now.

Before I ask you for your vote, I'd like you to think about this question. As a small business, what are you doing to stay relevant with your consumers, the families you connect with everyday? What are you doing to stay ahead of

the curve? Who are you partnering with to help you serve your families in meaningful ways?

For many of you, your success has been a history of delivering great service and value to your community over the generations. However, for many new small business owners surviving the first few years is a key milestone. Did you know that of the 151,000 small businesses that open every year, slightly greater than half survive past the first year anniversary mark.

One of the key success factors, regardless of the number of years of operation is the amount of time and effort focused on innovation. Small businesses are an important source of Canadian innovation, accounting for 31% of research and development expenditure in Canada. (source: Statistics Canada)

At MyBabbo, we were founded on an innovative process that brought Legacy Photo Books to the funeral services market in Canada, with a 'We Do It For You' service. We understood that funeral directors had minimal time and expertise but wanted to delight their families with a personalized service. The solution, in 24 hours or less, the MyBabbo team designs, creates and delivers Legacy Photo Books, Video Tributes and Personalized Stationery to the funeral director so that they can provide the families with a meaningful and personalized service.

So who will win the Small Business Challenge? As I mentioned earlier, innovation is a key success factor for small businesses and the judges are evaluating how each semi-finalist would spend the \$100,000. The judges are specifically interested in ideas that involve technology and innovation. We feel confident that our entry is a solid one. If we were to win the \$100,000, we would spend it on developing 'Share Sites' that provide families the opportunity to share stories and photos online of their loved one, view and purchase their Legacy Photo Book, but also customize their Legacy Photo Book if so desired. It would be a living place on-line to keep their legacy alive and allow the family to grieve together. In addition, we are equally excited about the opportunity to provide \$10,000 to the charities we support at MyBabbo.

So, this is where we need your help. Check out our story and give us your vote. It's simple, Google 'Vote Telus Small Business Challenge' and make sure to click on MyBabbo and to share it with your friends and colleagues.

Lastly, I'll leave you with this thought. What are you doing to innovate and continue to stay relevant with your families? To find out how MyBabbo can help you go to www.mybabbo.com or call us at 647-986-8653. Thank You.



Tracy Rossetti, Founder of MyBabbo
Telus Pitch Day, Toronto, Ontario



Mirco & Tracy Rossetti, Founders of MyBabbo

